

Subject: A Moment in Time - Something you can do to address the homeless crisis
From: "Hollywood Property Owners Alliance" <devinstrecker@list.hollywoodbid.org>
Date: 02/14/2017 03:26 PM
To:
Reply-to: hedlines@list.hollywoodbid.org

TO: Friends of Hollywood and Sunset BIDs

The boards of directors for the two BIDs here in Hollywood took the initiative to lend their names to the [long list of organizations supporting Measure H](#), the ½ cent sales tax measure slated to appear on the March 7 ballot in Los Angeles County.

By way of this email, we want to bring to your attention the importance of passing this measure – no small feat, in that it will require a 2/3 vote of the electorate to pass. Given voter angst about the homeless crisis, however, it is possible. We are heartened by the fact that Measure HHH, which appeared on the LA City ballot in November, passed with an astounding 76% of the vote. But this election will have a smaller turnout, so it is important to get the word out.

In all the years I have been in Hollywood, I have never seen the homeless situation grow as dire as it is currently. It is hard not to drive up and down streets in Hollywood without viewing encampments and tents – many adjacent to schools, residences and open businesses. All metrics point to the seriousness of this crisis. The LA homeless count documented a six percent increase between 2015 and 2016 (and we are awaiting results of the 2017 count which just occurred in late January). The number of people living in tents, encampments and vehicles [increased 123% from 2013 to 2016](#). Here in the BID, we count homeless people on the last day of the month and the numbers continue to trend up since we started this in 2013.

Please take this information seriously and pass it along to your co-workers, tenants, business associates and friends. When people ask me, "what can I do to help this homeless situation," I have an easy answer right now. Mark your absentee ballot or show up on March 7 and vote **YES on Measure H**. And if you want to do more, get five more people to join you.

Here is some resource information:

[Blog](#) posted on our website

[Good summary article in Los Angeles Times](#) about how the funds will be used

Campaign website for [Yes on H](#)

ALSO: help us write 100,000 postcards to likely voters here in the BID office on the evening of February 22, 2017 from 6 – 8 p.m. and/or post a sign in your storefront or business window (see attached). Contact kerry@hollywoodbid.org if you want to help.

With appreciation,

Kerry Morrison

KERRY MORRISON
Executive Director

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- [Attachments-45/YesOnH.JPG](#)